

CORRIDOR DESIGN ENHANCEMENTS

MARGARET AVENUE CORRIDOR STUDY

DESIGN PROCESS

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UNDERSTAND CLIENT NEEDS FOR CORRIDOR	DEVELOP GOALS AND OBJECTIVES FOR THE CORRIDOR ENHANCEMENTS	GENERAL SITE ANALYSIS AND OPPORTUNITIES AND CONSTRAINTS	CORRIDOR PROGRAM DEVELOPMENT	CONCEPTUAL ENHANCEMENT DESIGN
Level Of Treatment Survey Taught Us: Preferred simple forms Minimal maintenance is key Desire to inspire communities/ neighborhoods Desire to connect the West and East side of city Need to create a community identity Desire to increase pedestrian activity	Goal: Enhance Corridor Design Design roadway enhancements that reflect the character of Terre Haute, reinforce the roadway principles and land use guidelines established, and elevate the aesthetic appeal in order to create a unique corridor for economic development and neighborhood revitalization.	The Margaret Avenue corridor was inventoried and analyzed in regards to the existing conditions present. The team looked at existing environmental concerns, land uses, road condition, intersection composition, and over all character. This information was documented in the form of several maps and was used to develop a design theme for the corridor enhancements.	Corridor Program Elements: Corridor logo/ Branding Landscape treatments Neighborhood markers Pedestrian lighting Neighborhood themed banners Vehicular wayfiniding systems Pedestrian furniture	Design Recommendations include: Greenway Enhancements Designs for neighborhood focal points Lighting design Banner design and placement Vehicular wayfiniding system design Proposed greenway crossings Pedestrian enhancements

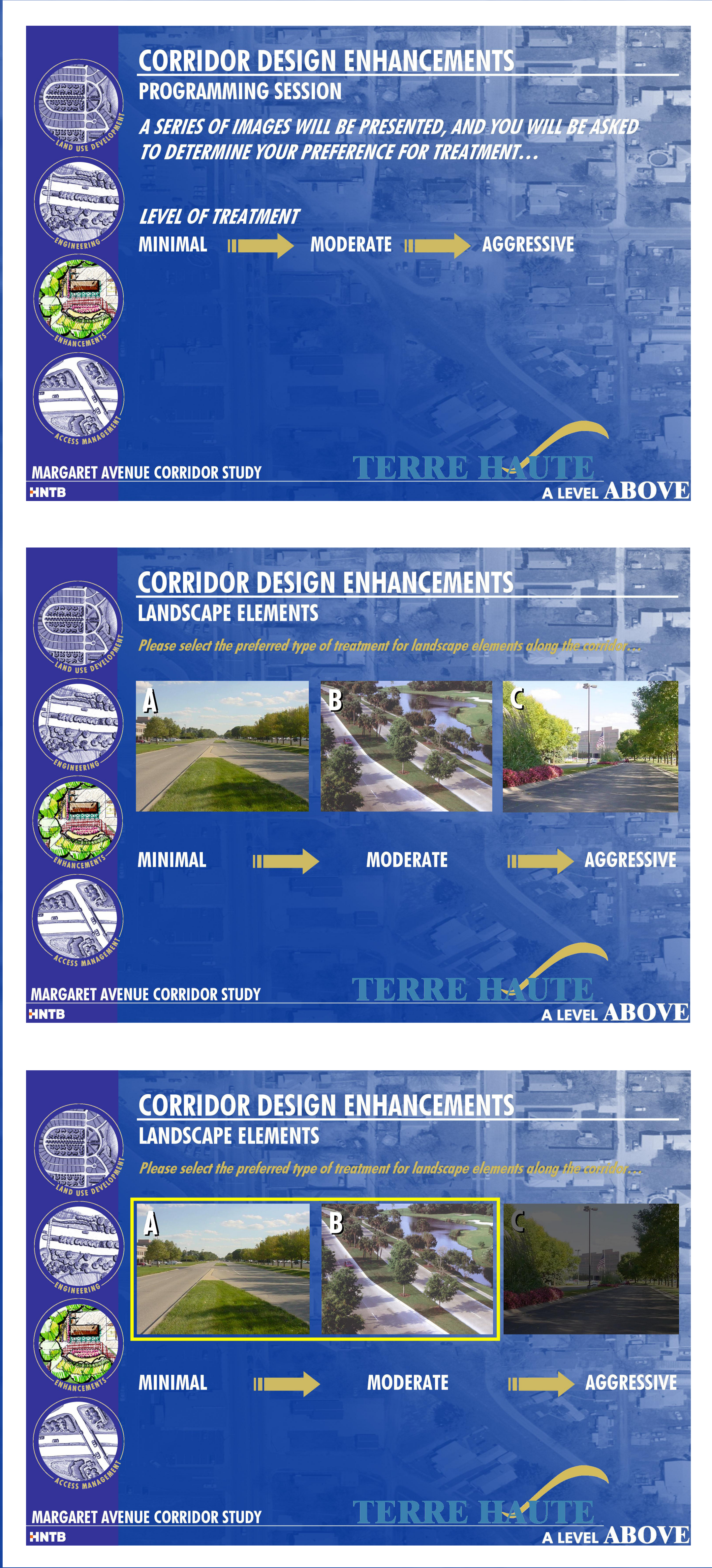
UNDERSTANDING CLIENT NEEDS

Once the existing conditions analysis was completed, it was important to gauge the community’s desire for the character of the corridor as well as the level of investment on specific corridor enhancements. The project team conducted a level of treatment survey with the Steering Committee. A preliminary list of corridor enhancements was presented for the corridor along with a series of images depicting varying degrees of treatment. The Steering Committee used the images and descriptions provided by the project team to vote on a desired level of treatment for the corridor.

The survey began with a discussion about the desired character of the corridor. Three to four enhancement images were presented that ranged from minimal to aggressive treatment. This treatment was to set the tone for the corridor. Once the overall character of the corridor was chosen, the steering committee was asked to evaluate specific corridor enhancements. Again, three to four images were presented ranging from minimal to aggressive. Since the corridor has differing characteristics (industrial, commercial and residential) the level of treatment differed depending on the location in the corridor. This information further enabled the design team to determine the level of investment desired for each type of enhancement. Examples of the programming session are shown on the right.

CORRIDOR ENHANCEMENTS

- ◆ General Roadway Character Theme
- ◆ Median Treatments
- ◆ Landscape Treatments
- ◆ Pedestrian Crossings
- ◆ Sidewalk Character
- ◆ Pedestrian Treatments
- ◆ Landscape Elements
- ◆ Lighting Applications
- ◆ Wayfinding and Graphic Communication
- ◆ Gateway Treatment
- ◆ Structural Enhancements
- ◆ Special Enhancements



DEVELOPING GOALS AND OBJECTIVES

Goal: Enhance Corridor Design

Design roadway enhancements that reflect the character of Terre Haute, reinforce the roadway principles and land use guidelines established, and elevate the aesthetic appeal in order to create a unique corridor for economic development and neighborhood revitalization.

Objectives

- ◆ Create landscape treatments that reinforce the street edges and highlight designated access points
- ◆ Create landscape treatments that improve visual appeal of the corridor, and elevate the visual perception of existing businesses and residential areas to users of the corridor.
- ◆ Create aesthetic standards that visually reinforce Margaret Avenue as a prime economic development corridor.
- ◆ Identify key gateway areas and visual focal points throughout the corridor.
- ◆ Create aesthetic treatments that highlight the unique character of Terre Haute.

PHOTOGRAPHIC INVENTORY

